



The Great Singapore Sale (GSS) 2018: First-ever “GST-Absorbed” Day on 7 July 2018

Enhanced GoSpree mobile app crosses 50,000 user-milestone for first time

Singapore, 5 July 2018 —The Great Singapore Sale (GSS) 2018, which marks its 25th Anniversary this year, will kick off its inaugural GST-Absorbed Day on Saturday, 7 July 2018. As part of this Silver Jubilee Celebration, about 100 brands have committed to absorbing this goods and services tax.

Organised by the Singapore Retailers Association (SRA) and supported by UnionPay – the Official Payment Brand of GSS 2018 as well as the Singapore Tourism Board (STB), there will be a second GST-Absorbed Day on 8 August 2018, the eve of Singapore’s National Day.

The move by SRA and supporting retailers to introduce GST-Absorbed days coincide with this year’s effort to make GSS 2018 a stronger platform for retailers to band together and offer their best deals and promotions. It is also meant to give added reasons for tourists to make a trip to Singapore for shopping, dining and exhilarating experiences.

For overseas visitors, GST-Absorbed day will be an added bonus as during these two days, tourists can look forward to enjoying this 7% discount while getting their applicable GST refund.

Some of the more prominent retailers absorbing their GST on 7 July 2018 include Robinsons, Aspial-Lee Hwa Jewellery, Eu Yan Sang, Monica Vinader, Harvey Norman, Topshop, Levi’s, Rebecca Minkoff among others.

SRA President Mr R Dhinakaran said: “GST-Absorbed Day is part of the overall experience in making the 25th Anniversary of the Great Singapore Sale special. As GSS continues to evolve, Singapore Retailers Association will continue efforts to enhance the value proposition through more innovative ideas.”

With GSS 2018 having commenced on 8 June 2018 and expected to run for 66 days to 12 August 2018, the number of GoSpree users crossed the 50,000 mark in early July.

Since the unveiling of the newly enhanced application, users now enjoy an improved user interface for a better 'online' shopping experience including new App features such as Geofencing and eGifting (WEF mid July 2018). For merchants, the use of QR Codes will make the invalidation of eCoupons easier, and facilitate reconciliation and reporting by individual outlets. *(See more details on GoSpree below)*

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About The Great Singapore Sale

The Great Singapore Sale (often abbreviated as GSS, Malay: Jualan Raksasa Singapura, Chinese: 新加坡热卖会, Tamil: மாபெரும் சிங்கப்பூர் விற்பனை) was first launched in 1994. It is an annual shopping event targeted at tourists and locals to drive shopper traffic and promote retail spending in malls and stores island-wide. GSS 2017 went digital for the first time with GoSpree. GSS 2018 is the 25th edition. It is supported by Singapore Tourism Board (STB) and for the 3rd year running, UnionPay is the Official Payment Brand. For more information, visit www.greatsingaporeale.com.sg

About the Enhanced GoSpree Mobile App

GoSpree is SRA's mobile app which brings retail and service stores, shopping malls, dining outlets, attractions, leisure activities and hotels located island-wide all 'under one App'. GoSpree users can browse for value-for-money deals and exclusive offers to enjoy savings in the form of 'eCoupons' which can be downloaded directly from their smartphone devices for redemption at designated stores – thereby helping to drive footfalls and spending whole year round. From 8 June 2018, GoSpree users will enjoy an improved user interface for a better 'online' shopping experience including new App features such as Geofencing and eGifting (WEF mid July 2018). For merchants, the use of QR Codes will make the invalidation of eCoupons easier, and facilitate reconciliation and reporting by individual outlets.

Available during GSS 2018

- **New look** – Enhanced GoSpree App with improved user interface and experience
- **Data Collection/Analytics** – the Profile page is enhanced for the GoSpree user to update its profile to allow SRA to push recommendations and personalised eCoupons to them
- **Geofencing** – Based on the location of the GoSpree user, eCoupons offered by nearby (up to 5km) participating GoSpree merchants will show up when users search for eCoupon offers by 'location'

Available by mid July 2018

- **eGifting** – Allow consumers to send eVouchers as gift to friends by email and Facebook

Available by end 2018

- **Corporate Deals** – Companies can use GoSpree as a convenient and cost saving platform for the issuance of company rewards to staff, e.g. shopping/dining vouchers and/or designated products directly to their smartphone device for redemption at designated stores/malls
- **Payment** – Enable the GoSpree App with payment gateway so that GoSpree users can purchase shopping/dining vouchers offered by retailers directly on their smartphone device for future redemption
- **eTickets** – GoSpree users can also purchase tickets to events and shows ‘online on GoSpree’
- **GoSpree Retailer App** - so that ‘special offers’ and ‘flash deals’ can be developed on the shop floor or ‘on the fly’ in response to competition and shoppers’ demand.

GoSpree shoppers can also have fun scanning QR Codes embedded with special rewards for more savings. The new enhanced GoSpree can be downloaded free on Apple App Store and Google Play from 8 June 2018.



About the Singapore Retailers Association

Singapore Retailers Association (SRA) was founded in 1977, originally as the Singapore Retail Merchants Association by 10 leading retailers. It is a non-profit, independent/non-governmental retail trade body in Singapore, funded entirely by the private sector. SRA aims to be an advocate for retailers – big or small, to help them improve business standards; professionalism and productivity through training and sharing of information and best practice as well as assist its members with business development and regionalisation strategies. It hopes to be a representative voice for the retail industry, working closely with government agencies and relevant authorities to help address and resolve issues for the well-being of the retail industry and help facilitate Singapore's continued growth in the competitive retail environment.

On 1 October 2017, SRA embarked on SPRING's LEAD+ Programme to further its cause and advance the initiatives under the Retail ITM to help bring about greater value creation in the retail industry through innovation; enhance retailers' productivity and capabilities; maximise workforce potential for improved business growth and even internationalisation.

Membership in SRA is open to all retailers as well as businesses related to retail – real estate developers and consultancies, research companies, media owners, tax refund agencies etc. There are currently 300 members in the Association. Through its myriad of events, conferences and seminars, training programmes as well as networking opportunities, SRA initiates change and encourage the retail industry to embrace new technological advances and best practices to ensure its continued competitiveness and growth. For more information, visit www.retail.org.sg.

SRA is also a founding member of the Federation of Asia Pacific Retailers Associations (FAPRA), which comprises 17 national associations across the Asia-Pacific region; all the members are the most authoritative and representative associations for the retail industries of their respective countries.

About UnionPay International

UnionPay International (UPI) focuses on the international business of UnionPay, a global payment brand that serves the world's largest Cardholder base. With over 7 billion UnionPay cards issued in 48 countries and regions, over 51 million merchants and 2.57 million ATMs accepting our cards in 168 countries and regions worldwide, UnionPay is currently one of the fastest-growing payment networks in the world.

As a company with a global acceptance network and a wide range of world-class payment services, UnionPay partners over 1,800 institutions worldwide to provide access to value and secure payment solutions that are tailored to the needs of the local market, to enable choice and ease of payment for consumers and businesses alike. In Southeast Asia, UPI has enabled ATM, POS acceptance and card issuance across all 10 countries. In Singapore, UPI partners Bank of China (BOC), DBS Bank, Industrial

and Commercial Bank of China (ICBC) and United Overseas Bank (UOB) to provide a wide array of payment products and services.

For more information, visit www.unionpayintl.com, follow "UnionPay International" on Facebook, Sina Weibo or WeChat, or download its official mobile application by searching for "UnionPay International" on Apple's App Store or Google's Play Store.